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Published in:

Proceedings of 10th International Conference on Digital Strategies for Organizational Success

DOI:

[10.2139/ssrn.3323459](https://doi.org/10.2139/ssrn.3323459)

Published: 29/05/2019

Document Version

Peer reviewed version

[Link to publication on the UWS Academic Portal](#)

Citation for published version (APA):

Pongiannan, K., Chinnasamy, J., & Dakhan, S. A. (2019). Preeminence and credibility of online advertisements: a behavioural analysis of young internet users. In S. S. Bhakar, R. P. S. Kaurav, V. Agrawal, & M. Gupta (Eds.), *Proceedings of 10th International Conference on Digital Strategies for Organizational Success* (pp. 1107-1112). (SSRN). Prestige Institute of Management. <https://doi.org/10.2139/ssrn.3323459>

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10th International Conference of Business Management
On
Digital Strategies for Organisational Success
5-7 January, 2019

Prestige Institute of Management, Gwalior (MP)

In Collaboration With

The Indian Econometric Society Association of Indian Management Schools
Indian Economic Association

Preeminence and credibility of online advertisements – *a
behavioural analysis of young internet users*

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Preeminence and credibility of online advertisements – a behavioral analysis of young internet users

Abstract

Background:

Digital and technological advancements has enabled online advertisements penetrating into most of internet users' day-to-day life and this has led internet users, particularly, young people to spend more time on it. The internet enables the users being attracted towards and engages in accessing online advertisements. Amongst several media available for business advertisements, for example from print to electronic media advertising through internet or through World Wide Web has emerged as a popular medium and online advertising is a key element of digital marketing around the world.

Method:

The behavioral study was adopted as a methodology. The required data were collected by administering questionnaire. Responses from young users who are viewing online advertisements are captured and critically analyzed using descriptive statistics and non-parametric test.

Results:

The results suggest that internet has become one of the emerging media for online advertisements, because of its wide accessibility and coverage as compared to other traditional forms of advertisement. In fact, use of digital technology could result in young internet users, not only for browsing internet for information and entertainment, but they are also forced to view and/or watch online advertisements displayed in the website which they are accessing. Amongst different age group of internet users, who browse for various purposes, young people, particularly teen age group, are widely using the internet, not only for email communication, social messaging but also for buying products and services through online.

Implications:

The results of the study have potential implications on online advertisements that could be helpful in framing digital strategies for organisational success.

Thus, this paper emphasizes the preeminence and credibility of online advertisements through a critical behavioral analysis of young internet users and their perspectives.

Keywords: behavioural analysis, digital Marketing, online advertisements, young users

Preeminence and credibility of online advertisements – a behavioral analysis of young internet users

Background

Advertising is an important promotional tool for manufacturers and marketers to promote their goods and services. Kotler (2001) defined advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Among the several media for advertisements from the print to electronic, advertising on the Internet and World Wide Web emerging as fast growing element of marketing communication around the world. Internet has become the emerging fifth major media for advertisement because of its wide accessibility and coverage than other traditional forms (Hoffman and Novak, 1997).

In recent days technological advancement has enabled internet penetration into every one's day-to-day life and people are spending more time on internet (Abd Aziz et al., 2008). This ultimately enables the internet users to engage themselves in online advertising. The online advertising is highly attracted by the several marketers due to the fact that it is highly flexible and it is easy to update their product information as and when (Ducoffe 1996). The creative way of delivering advertising message through internet enables the consumers for more surprise and excite. It captures the quick attention of the consumers with attractive animation as in the popup advertisements (Tsang and Tees 2005). In today's internet centric world online advertising covers wide spectrum of geographical areas with the feature of high reachability when compare to traditional advertising (Blech and Blech 1998).

Methodology

The behavioral study was adopted as a methodology. The required data were collected by administering questionnaire. Responses from young users who are viewing online advertisements are captured and critically analyzed using descriptive statistics and non-parametric test.

Statement of the problem

In recent days, the Internet has emerged as a "fifth medium," together with the television, radio, newspapers, and magazines (Cutler, 1990). The internet is also growing as convenient communication medium in which the consumers and business people can exchange their information rapidly (Townsend, 2001) in an interactive way with comfortable

one-to-one environment (Anderson, 2000). Now-a-days, due to the rapid growth in the multimedia technology, online advertising methods are also booming well with the wide variety of online advertising formats (Reed, 1999; Burns & Lutz, 2006) such as banner ads, pop-ups, sponsorships, in-game advertising, and other emerging formats. Online advertisement delivers information about varieties of products and services at 24*7 accessibility benefit by connecting to the entire world. Under this condition, the internet users are not only surfing the internet for information and entertainment but also they are forced to view and/or watch the advertisements displayed in the website in which they are browsing. Among the different age group of people who browse the internet for their various purpose, the teenagers are widely using the internet for sending email, chatting with friends and even for buying the products and services by online. This will ultimately influence the attention of the young users of internet for viewing and/or watching online advertisements.

When the target audiences are youngsters, knowing whether it is influential or misleading is always important. The teenagers differ from each other based on their gender, age and educational qualifications. As a result their attitude to online advertisements might differ based on their personality traits. Hence, the present research problem was stated to answer the following research questions:

- What is the attitude of young users of internet towards online advertisements?
- Does the youngsters' attitude towards online advertisements are subject to change based on their age, gender and educational qualifications?

1.8 Objectives of the Study

Based on the research questions raised above, the Objectives for the study is framed as follows:

- To analyze the youngster's attitude towards Online advertisements
- To examine the influence of online advertisements towards purchase decisions

Analysis and Interpretation

The young users were surveyed using the questionnaire to capture their general opinion about online advertising, The responses captured using the Questionnaire were tabulated and analyzed using the appropriate statistical techniques and are presented in the following sections.

Table 1**Opinion on using useful online advertisements**

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	1401	70.0	70.0	320.640 df=1 p=0.000
2.	No	600	30.0	100.0	
	Total	2001	100.0		

Table 1 portrays the frequency analysis on the respondents' opinion about watching online advertisements even when elders are not around. It is clear that majority of the respondents have agreed that they watch only useful online advertisements even when elders are not around. Further, the significant Chi-Square value (320.640;p=0.000) imply that there is a significant difference in the respondents opinion on watching online advertisements even when elders are not around.

Table 2**Influence of Online advertisements on study time**

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	970	48.5	48.5	1.860 df=1 p=0.173
2.	No	1031	51.5	100.0	
	Total	2001	100.0		

It can be extracted from Table 2 that majority of the respondents (51.5%) have stated that online advertisements have not influence them and spoiled their study time. But, 48.5% of the respondents have agreed that online advertisements influence them and spoil their study time. The insignificant Chi-Square value (1.860; p=0.173) have depicted that the respondents do not differ significantly based on influence of online advertisements and spoiling of study time.

Table 3**Opinion on the way how online advertisements spoil respondents' study time**

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1	It took my time while clicking the ad to know more about it	655	32.7	32.7	1.775 df=2 p=0.412
2	The products on the online advertisements had influenced me to give a try on the product	651	32.5	65.3	
4	The entertaining advertisement made me to watch/play	695	34.7	100.0	
	Total	2001	100.0		

Table 3 presents the respondents' opinion on the reason how online advertisements spoil their study time. It is evident from the table that majority of the respondents (34.7%) have opined that the entertaining advertisements influences them to watch and play followed by 32.7% stating that they clicked the online advertisements to know more about the product and finally 32.5% opining that the products on online advertisements had influenced them to try the product.

Table 4**Opinion on purchase of product in online advertisements**

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1	Yes	574	28.7	28.7	363.623 df=1 p=0.000
2	No	1427	71.3	100.0	
	Total	2001	100.0		

It is clear from Table 4 that majority of the respondents (71.3%) have stated that they have not purchased any product after watching online advertisements followed by 28.7% agreeing that they have purchased the products. The significant Chi-Square value (363.623;p=0.000) have depicted that there is a significant difference in the respondents' opinion based on purchase of product in online advertisements.

Table 5**Frequency analysis on the reasons how they will purchase online advertisements**

S. No.	Opinion	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1	I will politely ask my parents whether the product is useful and request them to buy for	391	19.5	19.5	1.191 df=4 p=0.880
2	I will stubbornly ask my parents to buy the product for me irrespective of their opinion	389	19.4	39.0	
3	I have enough money so I will buy it	399	19.9	58.9	
4	I will say some other reason such as tuition fee and use it for buying product of my choice	407	20.3	79.3	
5	I will influence my friends to buy the product	415	20.7	100.0	
	Total	2001	100.0		

It is evident from Table 5 that majority of the respondents (20.7%) have stated that they will influence their friends to buy the product followed by 20.3% stating that they will get money from parents for other reasons and then buy the product. But 19.9% have opined that they have money to buy the product followed by 19.5% stating that they will politely ask their parents to buy the product and 19.4% of them have opined that they will stubbornly ask their parents to buy the product.

Conclusion

The results suggest that internet has become one of the emerging media for online advertisements, because of its wide accessibility and coverage as compared to other traditional forms of advertisement. In fact, use of digital technology could result in young internet users, not only for browsing internet for information and entertainment, but they are also forced to view and/or watch online advertisements displayed in the website which they are accessing. Amongst different age group of internet users, who browse for various purposes, young people, particularly teen age group, are widely using the internet, not only

for email communication, social messaging but also for buying products and services through online.

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